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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Gregory J. Lauckhart

Application No./Patent No.: 09/695,216 Filed/Issue Date: October 25, 2000

Titled: **SYSTEM AND METHOD FOR ESTIMATING PREVALENCE OF DIGITAL CONTENT ON THE WORLD-WIDE-WEB**

The Nielsen Company (US), LLC, a Delaware Limited Liability Company
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy therefore is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Lauckhart et al. To: Jupiter Media Metrix Inc.

The document was recorded in the United States Patent and Trademark Office at
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2. From: Jupiter Media Metrix Inc. To: Netratings, Inc.

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☒ Additional documents in the chain of title are listed on a supplemental sheet(s).

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Sergio D. Filice/
Signature

July 19, 2010
Date

Sergio D. Filice
Printed or Typed Name

Attorney for Applicants
Title

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